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SHOUT **IT**
SHARE

Special
5% Discount
Allowed
on All
Orders
for
Flower
Seeds
When
Accompanied
By Cash

WHOLESALE PRICE LIST OF A. B. C. "Supreme" Quality Seasonable FLORISTS' FLOWER SEEDS, ETC. JUNE, 1936 TO JANUARY 1, 1937 AMERICAN BULB CO.

NEW YORK
31 West 27th St.

CHICAGO, ILL.
1335 West Randolph St.

N.B. Please Send Orders From This List To New York Office

PROMPT
SERVICE
ON
ALL
ORDERS
IS
ASSURED

SNAPDRAGONS—Winter-flowering

Proven Sorts for the Florist Grower

IMPORTANT! All Snapdragon Seed which we supply for under-glass production has been produced in greenhouses and obtained full strength. We cannot recommend for greenhouse planting seed that has been harvested from out-door cultures, as we have found such not infrequently to be of doubtful quality insofar as cut-flower production is concerned.

RECORDED
JUN 17 1936

U. S. Department of Agriculture

SOW NOW FOR EARLY WINTER CROP

Varieties of Recent

Introduction

Yellow Cheviot Maid. New yellow	Tr. Pkt. \$1.50
White Cheviot Maid	1.50
Celestial. New fairly deep yellow	1.50
Daybreak. Briarcliff rose pink	2.00
Sunset. Heavyspiked golden bronze	2.00
Captor. Pure white, long-stemmed	2.00
Marion. Fine clear white	2.00
Sonny. Medium rose-pink	2.00
Terry's Surprise Imp. Rose shaded orange	1.50

*Afterglow. Finest golden orange	Tr. Pkt. \$1.00
Allman's Pink. Silvery rose-pink	1.00
*Bertha Baur. The only early lavender	1.50
*Ceylon Court. Standard earliest yellow	1.00
Ceylon Court Dark. Deep golden yellow	1.00
Cheviot Maid. Original strain	1.00
Cheviot Maid. Yoder strain. Light shade	1.00
*Cheviot Maid Supreme. Best deep rose	1.00
*Coates' Yellow Perfection. Deep yellow	1.00
Geneva Pink. Rich clear pink	.50
Golden Pink Queen. As named	1.00
Jennie Schneider. Light rose	1.00
Judd's Light Pink. Light rose-pink	1.00
Kirkwood Beauty. Bronze orange	1.00
Laura. Deep rose	1.00
Lucky Strike. White. Plant early	1.00
*New Cincinnati. The finest light rose	1.00
New Deal. Early, fragrant, golden bronze	1.50

Nicholson's Yellow	Tr. Pkt. \$1.00
Philadelphia Pink. Standard pink	1.00
Radiance. Valuable large-flowered pink	1.00
Roman Gold. Bright coppery yellow	1.00
*Rose Queen. Finest deep rose-pink	1.00
*Sun-Tan. Orange tan. Extra-early	1.00
*Velvet Beauty. American Beauty red	1.00
White Prosperity. Long-stemmed clear white	1.50
White Rock. We do not longer recommend this variety, as seemingly it has deteriorated in quality. Lucky Strike or White Prosperity is recommended in place.	
Winter Helen. Improved Helen	1.00
A.B.C. Forcing Mixture	.75

We will furnish half-size packets at 60c each of the following varieties: Afterglow, Ceylon Court, Cheviot Maid Supreme, Rose Queen and Sun Tan.

Where

price is

*Recommended varieties.
\$1.00 per pkt., we supply any three for \$2.50; any five for \$3.50.
1.50 per pkt., we supply any three for 4.00; any five for 6.50.
2.00 per pkt., we supply any three for 5.00; any five for 7.50.
Note: Combination prices apply to orders for one or more varieties.

Vogt's New Double-Flowered Cyclamen

Admiration. Salmon-rose with shaded eye.
Prosperity. Flaming rich rose; distinct, clear color.
Cerise Brilliant (New). Rich cerise-red.
Rosea. Soft rose, with coral cast.

100.....	\$2.50	1000.....	\$20.00
Mixture of above. 100.....	\$2.50	1000.....	\$20.00

CYCLAMEN

True Ferd. Fischer's Giant-Flowering Strain Now accepted as "Standard" for American and Canadian Culture

If interested in producing Cyclamen plants that qualify in every way, plant the true Ferd. Fischer Strain. Following is excerpt from The Florists' Review, April 2, 1936, issue. "Ferd. Fischer, Wiesbaden-Aukamm, Germany, has been appointed an official authority on Cyclamen in Germany."

Mr. Fischer has a new variety of his own this season called Silvery Lilac Salmon, which, when exhibited, has received the highest honors; a prolific, early bloomer. Price per 100 \$1.75. Per 1000 \$15.00.

	Per 100	Per 1000
Glowing Dark Red. Christmas red	\$1.25	\$10.00
Glowing Bright Red. Cherry red	1.25	10.00
Rose of Marienthal. Bright rose	1.25	10.00
Pure Rose	1.25	10.00
Pure White	1.25	10.00
White with Carmine Eye	1.25	10.00
Glory of Wandsbek. Salmon-red	1.45	12.00
Harlequin. Rainbow colors	1.45	12.00
Improved Rose of Zehlendorf	1.45	12.00
Improved Perle of Zehlendorf. Dark salmon	1.45	12.00
Bonfire. Brilliant salmon	1.75	15.00
America. Golden salmon	1.75	15.00
New Ruffled. Delicate salmon	1.65	14.00
New Ruffled. Rosy salmon	1.65	14.00
Liebesfeuer. Ruby salmon	1.65	14.00
Perle. Salmon, white edge	1.45	12.00
Roccoco. Red, rose or lilac, or white with eye	1.45	12.00
Silvery Lilac Salmon (New)	1.75	15.00
Lilac	1.25	10.00
Mixed	1.55	13.00

PLEASE NOTE:

If you are in the market for Cyclamen seed in larger quantity than quoted herein and will indicate to us your needs, we will be glad to quote special price—the true "Ferd. Fischer Strain" has few, if any, competitors as to quality. Particularly does this refer to many of his exclusive and outstanding shades. A. B. C.



Type of Fischer's Giant Cyclamen
Preferred by the Particular Grower



"Supreme" Quality



Flower Seeds



New Begonia Semperflorens Marginata "Elegant"

BEGONIAS, Fibrous Rooted

- Albert Martin.** Bright carmine, extra large flowered.
Tr. Pkt.....50c 1/32 oz.....\$1.00
- Coppery Gold (New).** Double flowered. Many flowers are like tiny roses which are very effective when fully opened. Color: old gold merging into copper red or coppery salmon, usually tinged with carmine. The seedlings produce about 80% doubles. Blooms from July until frost. Tr. Pkt.....\$1.00
- Carmen.** Bright pink flowers with richly contrasting bronze foliage.
Tr. Pkt.....\$1.00 1/64 oz.....\$1.75
- Christmas Cheer.** Extra large-flowered crimson-scarlet.
Tr. Pkt.....\$1.00 1/64 oz.....\$1.50
- Christmas Pink.** This variety is of same habit as Christmas Cheer and equally as good.
Tr. Pkt.....\$1.00 1/64 oz.....\$2.50
- Darling (New).** Of compact growth, 8 to 10 inches, with large light rose colored flowers about the shade of Glory of Erfurt. We have had this in full flower for Christmas. Tr. Pkt....\$1.25
- Elegant (New).** White attractively edged crimson, clear green foliage that contrasts well with the flowers. Tr. Pkt.....\$1.00
- Enchantress.** A new Begonia of great value to the florist. (Better than Prima Donna.) Of compact growing habit; pale green foliage; flowers large and of bright pink color. Unusually free flowering. Tr. Pkt.....75c
- Fire Sea or Blaze of Fire.** Extra dwarf compact habit. Large fiery red flowers with green foliage. Good.
Tr. Pkt.....\$1.00 1/32 oz.....\$2.50
- Gustav Knaake.** Glowing salmon-pink, resembles Melior.
Tr. Pkt.....\$1.00 1/32 oz.....\$1.75
- Indian Maid.** Has the same deep bronze foliage of Carmen with bright deep scarlet flowers producing a highly attractive combination.
Tr. Pkt.....\$1.25
- Lightning.** Extra large flowers measuring 2 inches across and of deep carmine-scarlet shade—an extra deep bright shade in Begonia.
Tr. Pkt.....\$1.00
- Luminosa.** Deep scarlet with reddish brown foliage.
Tr. Pkt.....75c 1/32 oz.....\$1.75
- Luminosa Compacta.** From the middle of July onwards the small dark brown foliage is hidden by the mass of medium sized bright scarlet blossoms. This new variety, coming true from seed, is very useful for beds, borders, edgings and also as pot plants.
Tr. Pkt.....50c

CALCEOLARIAS

- Hybrida Multiflora Nana.** Dwarf compact growth. Medium size brightly colored flowers in choicest mixture. A great favorite with the trade.
1/2 Tr. Pkt.....50c Tr. Pkt.....\$1.00 1/64 oz.....\$4.50
- Hybrida Grandiflora Mixed.** A special mixture of varied colorings. Grows about 18 in. high. Large flowered, vigorous growth.
Tr. Pkt.....\$1.00 1/64 oz.....\$2.00
- Albert Kent Hybrids.** A much liked mixture of varied colors.
Tr. Pkt.....\$1.00 1/64 oz.....\$3.25
- Kelway's Perfect Model.** A fancy large flowered mixture.
Tr. Pkt.....\$1.00 1/64 oz.....\$2.25
- Hybrida Grandiflora Tigrina.** Large flowered "Tigered" or spotted mixture.
Tr. Pkt.....\$1.00 1/64 oz.....\$2.50
- Rugosa Hybrids Mixed.** Comparatively small flowers. Provide pot-plants and desirable for cutting. Tr. Pkt.....\$1.00

Calceolarias

(Continued)

New Calceolaria, Indian Prince. This is a new color selection from the popular Multiflora Nana strain, retaining the fine dwarf, free-flowering habit. The color is a rich dark scarlet with an orange suffusion, a color that will contrast richly with the new Golden Tiger of the same class.
Tr. Pkt.....\$1.00

Golden Tiger. Bright, golden yellow flowers with dark brownish red dots, masses of small substantial blooms spread in plenty above the foliage. Multiflora Nana type. A most desirable new kind.
Tr. Pkt.....\$1.00

Cloth of Gold. Medium large flowered, rich pure golden yellow.
Tr. Pkt.....\$1.00 1/64 oz.....\$3.25

Albert Kent. Immense trusses of golden yellow flowers with maroon blotches. Tr. Pkt.....\$1.00 1/64 oz.....\$2.50

Feltham Scarlet

This is one of the most striking colors among the splendid hybrid Calceolaria which we introduced last year under the name Feltham Glory, and we have decided to issue it separately. The plants are fairly dwarf and compact in habit and the flowers of a rich dark scarlet, which will make a glorious show in the greenhouse and a bright display in a somewhat sheltered position in the open ground. Tr. Pkt.....50c

FOR LIST OF CALCEOLARIA PLANTS IN THE NEWER VARIETIES, SEE BACK PAGE.

CALENDULAS

A.B.C. Improved Sensation

Considered by many to be the best Calendula for cut-flower purposes. Flowers very large, deep orange with scarlet sheen, light center.
Tr. Pkt.....35c 1/4 oz.....60c 1/2 oz.....\$1.10
1 oz.....\$2.00 2 oz.....\$3.50 4 oz.....\$6.50

The Ball Calendulas

New Crop Seed Supplied to Us by Geo. J. Ball, Inc., West Chicago, Ill., in his Original Sealed Packages

Ball's Masterpiece. Clear rich orange with an attractively contrasting dark brown center. This is our most popular standard cutflower variety.

Ball's Long Orange. The standard long-stemmed orange with light center. Preferred by many growers for its long stem.

Ball's Sensation. Long-stemmed orange with light center. This is a selection from Long Orange that seems to do particularly well for some growers.

Ball's Lemon Queen. Clear medium deep yellow with a dark brown center that contrasts most effectively. Generally preferred yellow.

Ball's Gold. Deep golden yellow, long-stemmed and large flower with light center. Stem, size, and color in this are outstanding.

Ball's Supreme. Light shade of orange with a richly contrasting brown center, not extra long-stemmed but freer flowering than any of the above.

Ball's Apricot. Rich apricot or straw color with a finely contrasting brown center. Same habit as Ball's Supreme, from which it is a selection. Inclined to occasionally produce orange petals with the apricot. Some should be grown for variety.

Prices on each of the above Ball Calendula:
Tr. Pkt...40c 1/4 oz...60c Oz...\$2.00 2 oz...\$3.50 4 oz...\$6.50

Note: Unit price on weight lots will apply in combination with two or more of above varieties. For instance, on 1/4 oz. each of four varieties, instead of 60c each, or \$2.40 for the four, the ounce price of \$2.00 will be accepted.

Ball Calendula Mixture. A mixture of all the above, with fully half orange colors. Intended for the retail grower with limited planting but requires some of all colors.
Tr. Pkt.....35c 1/4 oz.....50c Oz.....\$1.60

NEW YORK

AMERICAN BULB CO.

CHICAGO



"Supreme" Quality



Flower Seeds



CANDYTUFT

If you have grown annual candytuft before and found it a poor seller, it is more likely that you had too much of the white variety. Try in its place a few of the colored varieties, such as Pink, Rose, Carmine, Lavender and Crimson and be convinced that this annual is of much use in the florist's establishment in the spring. It will take about five months to bring them into flower indoors. Plans may be made accordingly, taking into consideration the period cut flowers will be of most use to the individual florist. A good time for one planting is soon after the winter holidays as space becomes available. Some growers sow the seed singly, planting out later at the distance of a foot apart.

Giant Hyacinth Flowered

White. Particularly recommended for under glass: provides excellent cut flowers.

Tr. Pkt. 15c Oz. 75c ¼ lb.\$2.25 Lb.\$7.00
We have an exceptionally fine strain of the true kind.

Candytuft

Empress. Large white. 1 foot.

Tr. Pkt. 10c Oz. 25c Lb.\$2.25

Umbellata Type. Valuable for cutting.

	Tr. Pkt.	Oz.	Lb.
Pink. Flesh color. 12 inches.....	15c	40c	\$3.50
Carmine. 12 inches.....	15c	40c	3.50
Lavender. 12 inches.....	15c	40c	3.50
Lilac. 12 inches.....	15c	40c	3.50
Rose Cardinal. 12 inches. Brilliant rosy red.	15c	50c	4.50
Crimson. 12 inches.....	15c	40c	3.50
White. 12 inches.....	15c	40c	3.50
Mixed. 12 inches.....	10c	30c	2.25

CENTAUREA, Cyanus

Popular free-flowering annuals. Now largely grown under glass particularly for Mothers' Day sales, also Decoration Day.

A. B. C. Special Strains. The flowers of these strains are very large. Fully double and the colors intensified. Exceptional florists' quality. **Blue Boy,** Double Blue, **Black Boy,** Blackish Maroon, **Pinkie,** Deep Pink. Each of above—
Tr. Pkt. 25c Oz. 50c ¼ lb.\$1.50

Cyanus, Standard Strains

	Tr. Pkt.	Oz.	Lb.
Double Blue	\$0.15	\$0.40	\$4.00
Carmine	.15	.40	4.00
Double Rose	.15	.40	4.00
Double White	.15	.40	4.00
Double, Atropurpurea. Maroon	.15	.40	4.00
Double, Ruby. Rich, deep ruby.....	.15	.40	4.00
Mauve.	.15	.40	4.00
Mauve Queen. Soft mauve.....	.15	.40	4.00
Double. Choice mixture.....	.15	.40	4.00

Chinese Forget-Me-Not (Cynoglossum)

Cynoglossum Amabile. An exceptional cut flower for under glass or outside. Blue. Tr. Pkt. 15c Oz. 30c
Amabile Pink. Tr. Pkt. 25c Oz. 80c

CINERARIA

A. B. C. Prize. The World's Best Strain of the Large Flowering Type. Blue Shades, Salmon Shades, Crimson, Prize Mixture.

Tr. Pkt. ...\$1.00 1/32 oz. ...\$3.50 1/16 oz. ...\$6.00 1/8 oz. ...\$11.00

Berlin Market. Medium large flowered and dwarf growth.

Dark blue. Tr. Pkt.\$1.00 1/64 oz.\$1.80

Dark crimson. Tr. Pkt.\$1.00 Bright. 1/64 oz.\$1.80

Mixture (Weissense). A white eyed strain with good growth and flower head.

Tr. Pkt.\$1.00 1/64 oz.\$1.60 1/32 oz.\$2.75

Multiflora Nana Mixed. Small flowered. A very dwarf strain of exceptional merit. Desirable for combining with other plants for filling baskets boxes, etc., for Easter and Mothers' Day sales.

Tr. Pkt.\$1.00 1/32 oz.\$2.50

Multiflora Maxima. Dwarf, medium large flowers.

Tr. Pkt.\$1.00

Stellata Hybrida. Desirable for cutting. Tr. Pkt. 50c

CINERARIAS

Continued on next page



Blue Ribbon Cinerarias (Cremers Strain)

Excerpt from Florists' Exchange

Issue of April 4, 1936

"These exceptionally fine Cinerarias, grown by our Fritz Bahr of Highland Park, Ill. gained first prize at the recent Chicago flower show at Navy Pier. In 8 in. pots, several of the plants carried flower heads fully 30 in. across. The 25 specimens were all of the noted F. E. Cremer strain. Plants like these fully support Mr. Bahr's contention that Cinerarias are unsurpassed for keeping the showhouse attractive." (See next page for details.)

Clarkia—Elegans Double

These desirable flowers are rapidly gaining popularity as cut flowers. Free bloomers all summer.

Salmon Queen. Tr. Pkt. 20c Oz. 60c

Queen Mary. Rose-carmine. Tr. Pkt. ...20c Oz. 60c

Scarlet Queen. Tr. Pkt. 20c Oz. 60c

Albatros. White, upright, compact.

Tr. Pkt. 20c Oz. 60c

Firebrand. Copper scarlet. Tr. Pkt. ...20c Oz. 60c

Mixed. Tr. Pkt. 15c Oz. 50c

CYCLAMEN

True Ferd. Fischer's Giant-Flowering Strain

Ferd. Fischer, famous the world over for his high pedigreed Cyclamen strains, for more than 30 years has furnished many of the exclusive growers of the world. Mr. Fischer this year has received the highest honors in Germany for his new superior strain of Cyclamen plants. This, Mr. Fischer is very proud of and has written us that he would like to advertise the fact of taking all honors in general competition.

To increase the popularity of Cyclamen plants, sow Ferd. Fischer's Cyclamen seed. The colors, and their habit of immense prolific blooms will sell your plants readily. If you are selling young seedlings, transplanted or in pot plants, by using Ferd. Fischer's highly re-selected seed you should have great demand for your plants.

See Front Page of this List for Prices and Further Particulars.

SPECIAL NOTICE

Mr. Fischer has sent us some exceptionally beautiful colored plates in natural colors of his Cyclamen. The pictures are suitable for framing and may be had absolutely free of charge; just write for one or two prints.

NEW YORK

AMERICAN BULB CO.

CHICAGO



"Supreme" Quality



Flower Seeds



NEWER STRAINS OF CINERARIAS **That Have Proved to be Real "Profit-Providers" for the Florist Grower**

ERIKSSON'S "PRIVATE STOCK" MIXED produces somewhat larger flowers than does the Cremer's Strain and a more dwarf plant with comparatively small foliage, contains a wonderful assortment of colors—a great favorite in the Chicago market. Originated and seed supplied through us, by Ernst Eriksson, Riverside, Ill., in his original packages.

Excerpt from The Florists' Review

Feb. 6, 1936 Issue

POINTS ON POTTED PLANTS

Told by Wholesale Grower

"At the short course for florists at the University of Illinois last week, Ernst Eriksson, Riverside, Ill., gave one of the finest talks on "Potted Plants" that have ever been offered before a gathering of Illinois florists. For many years, Mr. Eriksson has been recognized as one of the leading growers of potted plants in the middle west. He is best known among the trade outside of the state through his originations, which include Cineraria Eriksson's Private Stock, Ageratum Riverside and several excellent varieties of Primula malacoides, and Petunias."

Price of "Eriksson's Private Stock" Mixed.

Trade Pkt. (1000 seeds) ..\$1.50 1/32 oz...\$4.50 1/16 oz...\$8.00

SPECIAL NOTE—PROTECT YOURSELF

The two specially selected Cineraria Strains offered on this page are supplied by us in Originator's Sealed Packages. Protect yourself by insisting on the genuine. A. B. C.



ERIKSSON'S "PRIVATE STOCK"
CINERARIA
(Multiflora-Maxima)

CINERARIA

"Cremer's Prized Mixed"

This exceptional strain of Cinerarias is now so favorably known to the trade that we do not believe it needs any comment on our part at this time.

Produces somewhat smaller blooms than does "Eriksson's" with plants of good height and is of such high sale value that growers, in our opinion, will not go amiss in planting liberally of both. Has taken first prize at the Philadelphia Show for the past three years. The originator is constantly improving the strain. The so-called "pumpkin foliage" has been largely eliminated from this exceptional strain.

Tr. Pkt. (1000 seeds).....\$1.50
1/32 oz.....\$4.50 1/16 oz.....\$8.00



Specimen 7-inch Pot of Cremer's First Prize Cinerarias

See Previous Page for Additional
List of Cinerarias.

NEW YORK

AMERICAN BULB CO.

CHICAGO



DIDISCUS

COERULEUS

Blue Lace Flower. Excellent for bouquets. Flowers continually from July until frost. A money maker for florists. Tr. Pkt.....20c Oz.....80c

EXACUM AFFINE "ATROCOERULEUM"

A most useful pot plant. Numerous small dark lavender flowers with golden yellow stamens contrast wonderfully with the light green leaves. To obtain the best results, plant two plants in each pot. Rich soil of leaf mould and turfy loam in equal parts with some sand added is most suitable for its cultivation. Exacum affine is a fragrant and charming indoor plant. As a cheap market plant it is worthy of notice. This new Exacum harmonizes wonderfully well with most of the red and pink Begonias in made up combinations and the plants stand the heat equally well.

Tr. Pkt.....\$1.00

GYPSOPHILA

BABY'S BREATH (ANNUAL)

Covent Garden Market. Extra large flowered, full petalled—flowers having 6 to 8 petals instead of the usual 4 to 5. Oz.....20c 4 oz.....50c 1 lb.....\$1.60 5 lbs.....\$6.50

London Market. Slightly taller than Covent Garden Market and later. Oz.....20c 4 oz.....50c 1 lb.....\$1.50 5 lbs.....\$6.50

Paris Market. Standard medium size flowered strain. Oz.....15c 4 oz.....40c 1 lb.....\$1.00 5 lbs.....\$4.50

KALANCHOE

(GLOBULIFERA COCCINEA)
(See illustration opposite)

This succulent plant is a pot plant worth cultivating; it is easy to grow and propagate and on account of its marvelous flower shades and the length of time it blooms, it deserves to be highly recommended.

Tr. Pkt.....\$1.00 3 Tr. Pkts.....\$2.50

LARKSPUR

IMPERIAL OR BASE BRANCHING VARIETIES

	Tr. Pkt.	Oz.	Lb.
*Blue Bell. Fairly deep blue; excellent.....	\$0.25	\$1.00	\$10.00
Blue Spire. Very deep violet blue.....	.25	1.00	10.00
Carminc King. Carmine-rose.....	.25	1.00	10.00
*Daintiness. Light lavender blue.....	.25	1.00	10.00
Exquisite Pink Improved. Soft rich pink.....	.25	1.00	10.00
*Gloria. Deep rose-pink; excellent.....	.25	1.00	10.00
Los Angeles Improved. Salmon-rose.....	.25	1.25	10.00
*Lilac Queen (New). Rich lilac-lavender.....	.25	1.25	10.00
*Miss California. Pink shaded salmon.....	.25	1.00	10.00
The Empress. Salmon-pink.....	.25	1.00	10.00
White Spire. The best white.....	.25	1.00	10.00
Mixed.....	.20	1.00	10.00

LARKSPUR

STOCK-FLOWERED VARIETIES

*Dark Blue. A rather heavy color.....	.20	.50	5.50
Empress Rose. An excellent pink.....	.20	.50	5.50
La France. Salmon-pink.....	.20	.50	5.50
Los Angeles. Rosy salmon pink.....	.20	.75	8.00
Lilac. A good color.....	.20	.50	5.50
*Rosamond (New). Fine fairly deep rose.....	.25	1.00	10.00
Rosy Scarlet. Not much of this.....	.20	.50	5.50
Sky Blue. Good light blue.....	.20	.50	5.50
White. Prefer White Spire.....	.20	.50	5.50
Mixed.....	.15	.30	3.50



Kalanchoe Globulifera Coccinea

LARKSPUR, New Varieties

CATTLEYA (NEW) RICH ROSY LILAC

Full double flowers that are closely spaced on four to five foot stems. Highly commended by the Royal Horticultural Society after trial at Wisely England 1934.

Tr. Pkt.....35c Oz.....\$1.75 Lb.....\$6.00

DAZZLER

Seven to ten days earlier than any of the other varieties. Vivid lustrous carmine color.

Tr. Pkt.....35c Oz.....\$1.75 Lb.....\$6.00

SWEET LAVENDER

Rich lavender blue flowers, very large, full double.

Tr. Pkt.....35c Oz.....\$1.75 Lb.....\$6.00

MARIGOLD

WINTER FLOWERING

LIEB'S WINTER MARIGOLD.

Sensational Cutflower Novelty

The Originator's Improved Strain Now Obtainable from Seed.

New Winter Cut Flower, deep brown with golden yellow crested center. Flowers five weeks after planting, continuing five months. Flowers are of wonderful keeping quality and have a distinctly sweet odor.

The Best Paying Bench Space in Your Greenhouses.

For best results seed should be sown from July up to December. Plant in any house that can be kept free from frost. Fine to follow Mums. Plant 10 by 10 inches and pinch back once. No insect pests. Tr. Pkt.....50c

Fritz Bahr, the noted Horticulturist and retail florist grower, under date of Jan. 26, 1935, stated as follows: viz.,

"I consider Lieb's Winter Flowering Marigold as a quite remarkable addition. I can't say too much for it and right now at its best is real moneymaker for the retail grower."

AUSTRALIAN TREE

This is another desirable Winter Flowering Marigold with long stems. Color: Golden yellow and mahogany.

Tr. Pkt.....25c Oz.....75c

MIGNONETTE

For greenhouse forcing should be sown in August in pots. For a spring crop sow in January. Disbudding is necessary for large spikes.

Ball Strain

Tr. Pkt..\$1.00 ¼ oz..\$1.75 Oz..\$6.00

New York Market

Tr. Pkt..\$1.00 ¼ oz..\$1.75 Oz..\$6.00

NASTURTIUM

Desirable for Greenhouse Culture Double Varieties.

All colors of the new Gleam class are valuable both for cutting and use in combination boxes. No retail grower should be without them. We offer the true Bodger strains.

Orange Gleam (New). A deep glowing golden orange with a deeper shading in the center. Flowers large, uniformly double and profusely free flowering.

Tr. Pkt.....25c Oz.....\$1.00

Golden Gleam. The original semi-trailing double nasturtium. Deep golden yellow.

½ oz.....15c Oz.....25c 4 oz.....50c Lb.....\$1.50

Scarlet Gleam. (New). Identical in every way with Golden Gleam except in color which is a brilliant scarlet.

¼ oz.....15c Oz.....35c

Gleam Hybrids. This hybrid strain produces a most pleasing array of very attractive colors running through varying shades of scarlet, orange, salmon, to golden and cream yellow, with all the valuable characters of Golden Gleam added.

¼ oz....10c Oz....25c 4 oz....75c



LIEB'S WINTER - MARIGOLD



A. B. C. “De Luxe” Pansies
(One-sixth natural size)

PANSY
A. B. C. “De Luxe”
Fancy Colored,
Large Flowered
Mixture
(Our Exclusive
Introduction)

Will satisfy your critical trade both as to size and variation of coloring. Truly the “last word” in Pansy mixtures, and is our exclusive strain.

If you are looking for “the unusual in Pansies” and your trade will pay the price for product, here it is. We have searched the world over to find a better mixture. However, thus far we have been unable to improve on “A. B. C. De Luxe.”

This exceptional mixture is highly recommended for cut-flowers, likewise for spring plant sales. Numerous growers have told us that “De Luxe” Pansy plants in flower virtually sell themselves and command a premium



over stock produced from other so-called “fancy” mixtures. You will, we are quite sure, make no mistake in confining your pansy cultures to A. B. C. “De Luxe” Mixed.

Tr. Pkt.....\$1.00 1/8 oz.....\$1.50 1/4 oz.....\$2.75 Oz.....\$10.00

PANSY

A. B. C. “Private Stock”

Fancy Exhibition Mixture. A. B. C. “Private Stock” is a really outstanding “all-purpose” mixture and has given the utmost satisfaction both for cut flowers and plant sales.

Tr. Pkt.....50c 1/8 oz.....\$1.25 1/4 oz.....\$1.75 Oz.....\$6.50

Engleman’s Special

Scottish show type, immense flowers. Bronze and reddish shades. Compact and early flowering.

Tr. Pkt.....50c 1/8 oz.....\$1.20 1/4 oz.....\$2.25 Oz.....\$8.00

Roggli, Super Swiss Giants

Some growers favor this strain because of the immense size of blooms. However, A. B. C. “De Luxe” is, in our opinion, much preferable.

Super Swiss Giants Mixed.

Tr. Pkt... 50c 1/8 oz...\$1.00 1/4 oz...\$1.75 Oz...\$7.00 2 oz...\$13.00

Various Pansy Mixtures

A. B. C. “Super” Maple Leaf Mixture.

Tr. Pkt.....75c 1/8 oz.....\$1.30 1/4 oz.....\$2.50 Oz.....\$9.00

Ordinary Mixture.

Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.50

Giant Trimardean. Choice mixed.

Tr. Pkt...15c 1/4 oz...30c Oz...\$1.00 1/4 lb...\$2.75 Lb...\$10.00

Steele’s Pansy Mixtures (New Crop Seed)

Supplied to us direct by Steele.

Jumbo Mixed.

1/16 oz.....\$1.00 1/8 oz.....\$1.75 1/4 oz.....\$3.25 1/2 oz.....\$6.25

Oz.....\$12.00 2 oz.....\$23.00 4 oz.....\$40.00

Super Maple Leaf Mixed.

1/16 oz.....\$0.75 1/8 oz.....\$1.25 1/4 oz.....\$2.50 1/2 oz.....\$4.75

Oz.....\$9.00 2 oz.....\$16.50 4 oz.....\$32.00

“400” Mixed. A super Swiss strain.

1/16 oz.....\$0.65 1/8 oz.....\$1.00 1/4 oz.....\$2.00 1/2 oz.....\$3.75

Oz.....\$7.00 2 oz.....\$13.00 4 oz.....\$24.00

Miracle Mixed.

1/16 oz.....\$0.65 1/8 oz.....\$1.00 1/4 oz.....\$1.75 1/2 oz.....\$3.25

Oz.....\$6.00 2 oz.....\$10.50 4 oz.....\$19.00

Masterpiece Mixed. Long stems.

1/16 oz.....\$0.85 1/8 oz.....\$1.50 1/4 oz.....\$2.50 1/2 oz.....\$4.75

Oz.....\$9.00 4 oz.....\$31.00

“Aces” Mixed Greenhouse Special.

1/16 oz.....\$0.50 1/8 oz.....\$0.85 1/4 oz.....\$1.50 1/2 oz.....\$2.75

Oz.....\$5.00 2 oz.....\$9.00 3 oz.....\$13.50 4 oz.....\$17.50

A. B. C. Giant Pansies

Swiss Alpenglöw. Rich wine shades.

Tr. Pkt.....50c 1/8 oz.....\$1.00 1/4 oz.....\$1.75 Oz.....\$6.00

Swiss Berna. Dark violet blue.

Tr. Pkt.....50c 1/8 oz.....80c 1/4 oz.....\$1.50 Oz.....\$5.00

Swiss Rhinegold. Canary yellow with dark blotches.

Tr. Pkt.....50c 1/8 oz.....\$1.00 1/4 oz.....\$1.75 Oz.....\$6.00

Swiss White (Mont Blanc). Compact.

Tr. Pkt.....\$1.00 1/8 oz.....\$3.00 Oz.....\$20.00

**NEW “RUFFLED ORCHID
FLOWERED” PANSY**

OUR EXCLUSIVE INTRODUCTION

(Growers Description)

“No Pansy is more striking than this novelty. Enormous in size of flower which is exquisitely curled and ruffled. Individual flowers measure easily three and one half inches across in the most fascinating fancy shapes imaginable.

This strain covers a much wider range of soft and fairly bright colors than ordinary Orchid-flowered Pansy. Undoubtedly one of the best fancy shaped Giant Pansies ever raised.

The plants are robust and compact. Having long and stout flower stem. Invaluable for pot culture or for cutting.

When we have shown our guests this Pansy in a vase, most of them could not realize that they were Pansies. They protested in the beginning taking them as some expensive Orchid flowers. The color and the shape of flowers were so much like Orchids.”

Supply of seed limited.

Tr. Pkt.....\$1.00 1/8 oz.....\$3.00 1/4 oz.....\$5.00

A. B. C. Giant Pansies (Continued)

	Tr. Pkt.	1/8 oz.	Oz.
Apricot.	\$0.35	\$0.85	\$3.00
Adonis. Light blue.....	.30	.50	1.65
Bridesmaid. Apple blossom pink...	.35	.85	3.00
Black-Blue. Dark blue.....	.30	.50	1.65
Bugnot. Shades of red, bronze....	.50	1.20	4.40
Cardinal. Brilliant red.....	.25	.60	2.00
Emperor William. Blue.....	.30	.50	1.65
Golden Queen. Golden yellow. Pure.	.30	.50	1.65
Hortensia Red. Dark eye.....	.30	.75	2.00
King of the Blacks.....	.30	.50	1.65
Lake of Thun (Ullswater, Thuner Sea). A solid blue Pansy with dark blue blotches.....	.75	2.00	8.00
Lord Beaconsfield. Pure violet....	.30	.50	1.65
Madame Perret. Shades of pink and rose	.30	.50	1.65
Peacock. Blue, claret and white..	.30	.50	1.65
Prince Henry. Dark blue.....	.30	.50	1.65
Dark Brown Shades.....	.30	.60	2.00
Snow Queen. Pure white.....	.30	.50	1.65
Striped and Mottled.....	.30	.50	1.65
White with Eye.....	.30	.50	1.65
Yellow with Eye.....	.30	.50	1.65



"Supreme" Quality



Flower Seeds



New Double Flowered Primula Obconica "Portland Beauty"

Provides a Very Worth-While Pot Plant
(New Crop Seed Ready in July)

New Double Flowering Primula Obconica "Portland Beauty"

(See Illustration)

A double flowering Primula Obconica has been long sought for by plant specialists and we are glad to say that such has now been accomplished by an American grower. Ernst Eriksson of Riverside, Ill., and J. Sylvester of Oconto, Wis., both high class pot-plant growers, tell us that this new Primula has a great future. Shades of dark pink, lavender pink, and rose pink mixed. Since same seeds sparsely and the supply is limited, early orders will have first call.

Tr. Pkt. (About 500 seeds)\$1.50
(New Crop Seed Ready in July)

Primula Malacoides Erikssoni

NEW CROP SEED NOW READY

A Money Maker for the Florist Grower

MANY of our friends have told us that we deserve a lot of credit for having again popularized Primula Malacoides, which years ago was a great favorite of commercial growers. The truth of the matter is that Primula Malacoides Erikssoni has "sold itself" simply because the strain is so much superior to anything offered in the past. We only take credit for having the ability to recognize a superior product which has resulted in a goodly profit to our florist friends. **Malacoides "Erikssoni"** is exceptional for combination arrangements as well as for individual pot plant sales.

After much painstaking effort, Mr. Ernst Eriksson, of Riverside, Ill., has accomplished three new and valuable varieties of Primula Malacoides Erikssoni, namely:

Brilliancy. Opens lavender pink changing to crimson red.

Salmon Beauty. True salmon.

Snow King. The pure white the trade has long been waiting for.

Prices of above: Tr. pkt. of 500 seeds, \$1.00

Complete Cultural Directions compiled by Mr. Eriksson furnished FREE with each order.

Baby Rose. Very deep pink, some almost red.

Baby Doll. A deep pink with frilled flowers.

New Baby. Near lavender pink, the strongest grower with the largest flowers.

Wonder Baby. A most beautiful pink.

Choice Mixture (of above).

Prices for above:

Tr. pkt. (800 seeds).....\$1.00
2,000 seeds.....\$2.00 1/64 oz.....\$5.00

PRIMULA OBCONICA

Mohustein's Atrosanguinea. Dark blood red. Choice.

Mueller's Rosea. Pure rose. Choice.

Mixed. Mohustein's Atrosanguinea and Mueller's Rosea.

Price of each of above:

Tr. Pkt.....\$1.25 1/64 oz.....\$3.25 1/32 oz.....\$5.50

Note: We import direct, from the introducers, 1/32 oz. quantities in sealed glass tubes and so supply customers. Providing order calls for 1/32 oz. of individual varieties. Otherwise smaller quantities are furnished in our sealed paper packets.

Better Days. A valuable new color. Deep carmine red. The darkest and one of the most valuable Obconica yet introduced. Very large flowering and the compact, well branched growth is very symmetrical and the mass of flower heads show evenly above the dark green foliage on strong stems.

Tr. Pkt.....\$1.25 1/64 oz.....\$3.25

The above three varieties are recommended in preference to all other kinds on the market, in their respective colors.

Fasbender. Rich deep red.

Tr. Pkt.....\$1.00 1/64 oz.....\$1.75

Coerulea. Clear light blue. Tr. Pkt.....50c

Lachrosa. Salmon-rose. Tr. Pkt. \$1.00 1/64 oz.....\$2.00

Grandiflora Alba. White. Tr. Pkt. 50c. 1/64 oz.....1.50

Salmon Queen. Tr. Pkt.....\$1.00 1/64 oz.....\$2.00

VARIOUS PRIMULAS

PRIMULA, CHINESE GIANT

A Startling New Chinese, "Dazzler." From Hurst & Son, seed merchants and growers of London, England, comes a "really startling novelty in flower seeds." It is a Chinese Primrose (*Primula Sinensis Fimbriata*) which the firm has named Dazzler in recognition of its striking and unusual color; "orange red," as seen in the setting sun, is suggested as the only term that accurately describes it. It is claimed that a well-grown specimen will carry well over 20 flowers open at one time; also that while handsome under all circumstances, the blossoms are especially effective under artificial light.

Tr. Pkt.....\$1.00

Prize Mixed. Tr. Pkt.....50c 1/32 oz.....\$2.00

SINENSIS STELLATA

Indispensable for general decorative work. The plants are very floriferous and bloom for a long period. A good keeper and the flowers remain fresh in water for a long period.

Giant Blue Star. **Giant Salmon Pink Star.**

Giant White Star. Each Tr. Pkt. (250 seeds)....50c

KEWENSIS

(Verbena scented yellow primrose.) Of strong growth; long spikes of yellow flowers. For greenhouse culture. Tr. Pkt.....50c



Primula Malacoides "Erikssoni"

IMPORTANT TO YOU, MR. GROWER!

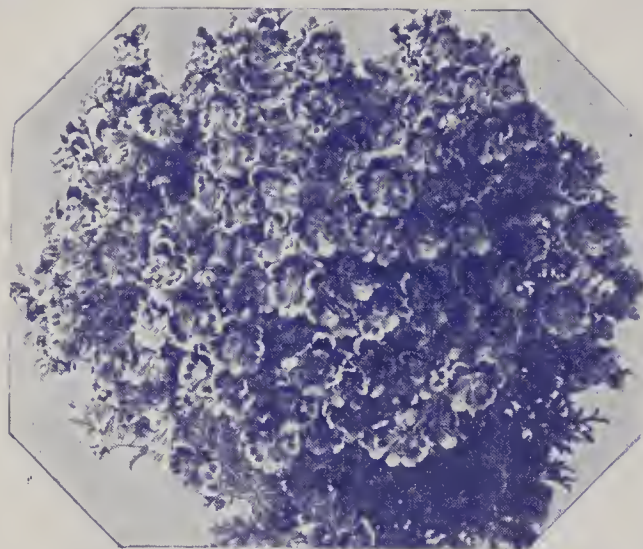
When purchasing "Eriksson's Primula Malacoides" insist on obtaining seed in Eriksson's original sealed packets — thereby assuring yourself of the "true to type" strain.

— A. B. C.

NEW YORK

AMERICAN BULB CO.

CHICAGO



Schizanthus "Ball's Dwarf"
For Pot Plants This Is The Strain To Use

FLORISTS' STOCKS A. B. C. "SPECIAL FLORISTS' STRAINS" "The World's Best Double"

*Indicates most popular colors and shades.
**Ball Non-Branching or
Column Stocks**

These produce one enormous spike with large flowers about 2½ feet high and can be planted close together in the bench.

Note: Our strain of this important florists' stock is true to type and quality unsurpassed.

***Lilac Lavender.** A very attractive, clear, bright lavender. Generally finds the largest demand above any color in this class ... **\$0.60 \$1.00 \$2.25 \$8.00**

***White.** Sometimes slightly tinged bluish. However, for all general purposes it can be used for pure white .60 1.00 2.25 8.00

American Beauty (New). A most desirable deep rose color.. .60 1.00 2.25 8.00

Ruby. Rich crimson red. .60 1.00 2.25 8.00

Chamois Pink. Apricot or chamois pink. A desirable cut flower.. .60 1.00 2.25 8.00

Old Rose. .60 1.00 2.25 8.00

Malmaison Pink (New). Light enchantress carnation pink. Covers the demand for pink color in this family .60 1.00 2.25 8.00

Improved Bismarck Stocks (Early Giant Imperial)

An especially meritorious class. These stocks are giant, growing from 24 to 30 inches tall, of branching habit, producing innumerable large spikes 12 to 16 in. long, coming into bloom in about twelve weeks after seedlings are planted.

A high percentage of doubles can be depended upon from this strain.

Tr. Pkt. ¼ oz. Oz.
***Rose.** Fine standard color.. **\$0.35 \$1.00 \$3.00**

Flesh. Delicate shade of pink .35 1.00 3.00

***Lavender.** Fine standard color .35 1.00 3.00

***Chamois.** Ivory, tinted old rose. Choice market color. .35 1.00 3.00

SCHIZANTHUS

"BALL'S DWARF"

For pot plant use, this is the strain to use. The plants are very compact in habit, dwarf growing, about 6 inches high, pyramidal in shape, and very free flowering. The color range includes all the popular pastel shades, pinks, rose, cream, and white, as well as some of the darker colors for balance. Exhibited as a pot plant this new Schizanthus created much favorable comment at the 1935 Chicago Flower Show. Excellent for an early border. Tr. Pkt. 50c ¼ oz.\$1.00

NEW SCHIZANTHUS

SUTTON'S PANSY-FLOWERED (DANBURY PARK STRAIN)

The following is Sutton's (England) description: "This new type of Schizanthus, which we had the pleasure of introducing in 1932, has become very popular. The large smooth-edged Pansy-flowered blooms are remarkably substantial, while the rich self-colors in all shades of pink, crimson, mauve, and purple as well as white, are extremely bright and attractive. The plants included in our Exhibit at the Chelsea Show in May last were very much admired; for this display we were awarded the Sherwood Cup for the Most Meritorious Exhibit in the Show, and the Royal Horticultural Society's Gold Medal."

Price (Sutton's Original Packets) Each.....\$1.00

Schizanthus "Butterfly Flower" 1½ feet

MISCELLANEOUS VARIETIES

Amber, Carmine, Mauve, Pink, Purple, and Rose.

	Tr. Pkt.	¼ oz.	½ oz.
Each of above six varieties.....	\$0.50	\$1.00	\$1.50
Rose and Amber Shades Mixed.....	.50	1.00	1.50
Garaway's Hybrids	.50	1.00	1.50
Dr. Badger's Hybrids	.50	1.00	1.50
A. B. C. Giant Flowering Hybrids, an extra select large flowered compact hothouse strain containing a perfect blend of many colors	.50	1.00	1.50

Improved Bismarck Stocks (CONTINUED)

	Tr. Pkt.	¼ oz.	Oz.
Golden Ball. Clear ivory yellow.....	\$0.35	\$1.00	\$3.00
* White. Early clear white.....	.35	1.00	3.00
Apple Blossom. Blush.....	.35	1.00	3.00
* Lilac. Lilac-lavender.....	.35	1.00	3.00
Blood Red. Fiery red.....	.35	1.00	3.00
Antique Copper. Copper red.....	.35	1.00	3.00
Elk's Pride. Rich deep purple.....	.35	1.00	3.00
Buttercup. New giant yellow. A rich, deep tone.....	.25	1.00	3.25

Branching Stocks (Giants of California)

Santa Maria. A giant double pure white stock of exceptional merit. Giant flowers on a long flowering truss with the splendid branching habit of the Bismarck. The long stems of the Santa Maria make it a very desirable cut flower for the florist. 78 per cent double. **The best double pure white Stock on the market.** Tr. Pkt. 25c ¼ oz.\$1.00 Oz.\$3.50

Beauty of Nice Stocks

Early, Large Flowering, Winter

Particularly desirable because of their long stems and branching habit.

***Mont Blanc.** Extra early white.

Monte Carlo. Rich canary-yellow.

***Anzora.** Cream, tinted pink.

Belle de Naples. Rich old rose.

Beauty of Nice. Flesh-pink.

***Cote d'Azur.** Light blue.

Summer Night. Deep blue.

Carmine Rose (Abundance).

Son, de Monaco. Crimson, late.

American Beauty. Deep rose-pink.

***Queen Alexandra.** Rosy-lilac, fine.

Price—each of above: Tr. Pkt. 25c ¼ oz. 65c Oz.\$2.25

Mixed—All Colors: Tr. Pkt. 25c ¼ oz. 50c Oz.\$1.75

Note: For complete list of A. B. C. Stocks please refer to A. B. C. general catalogue, copy mailed free.

Our grower received five "Awards of Merit" and eight "Highly Commended" for his strains of Stocks at the "Trial of Stocks" conducted by The Royal Horticultural Society of Great Britain, at Wisely, England. All our California grown Stocks bloom at least two weeks earlier than foreign grown.



Stocks, Ball Branching or Column

IMPORTANT NOTE:

WE DO NOT ADVOCATE SOWING STOCK SEED PREVIOUS TO AUGUST FIRST AND AT WHICH TIME NEW CROP SEED IS OBTAINABLE—THIS BEING DESIRABLE FOR HIGH GERMINATION—A. B. C.

EARLY OR WINTER FLOWERING

SWEET PEAS

“UP-TO-THE-MINUTE” FLORISTS’ VARIETIES

True-to-name, thoroughly rogued and hand-picked new crop seed. If you are in the market for quantity, please ask us for special prices.

All of the following priced at:

½ oz....20c Oz....35c 4 oz....\$1.00 Lb....\$3.50

White

White Harmony. Very good. **Snowstorm Imp.** White-seeded.

NOTE: **Hope** (Blackseeded) is much the best white.
See opposite below.

Pink

Annie Laurie. Rose pink.

Attraction. Rich salmon-rose.

Ball Rose. Rich deep rose.

Ball Rose Queen. Long-stemmed rose-pink.

Columbia. Pink and white. Bicolor.

Chevalier. Dark rose.

Fascination. Cream pink.

Giant Rose. Large.

Laddie. Improved bright, extra large rose.

Jeanne Mamitsch. Long-stemmed rose.

Louise Gude. Bright rose.

Mrs. Calvin Coolidge. Salmon-pink.

Pink Cherokee. Cream-pink.

Pink Profusion. Rose-pink.

Superior Pink. Deep rose.

Spring Song. Rich salmon-pink.

Zvolanek’s Rose.

Lavender

Heather Bell. Rosy lavender.
Harmony. Lavender; slightly shaded rose.

Michigan. Large lavender.

Vogue. Lavender with blue shading.

Blue

Blue Bird. (Mrs. Hoover preferred.)

Ball Blue. Bright mid-blue.

Indigo Blue. Dark shade of clear blue.

Mrs. Hoover. Best blue.

Scarlet and Cerise

Aurora. Orange scarlet striped.

Bright Light. Orange-scarlet.

Glitters. Fiery cerise.

Gorgeous. Cerise.

Pride. Deep cerise. Long-stemmed.

Red Bird. Crimson-red.

Susanna. Carmine-red.

Sunray. Light cerise.

Grenadier. Poppy-scarlet.

Maroon Prince. Dark maroon.

Miss Spokane. Dark red.

Vulcan. Orange-scarlet. **Bright**

Light. Preferred.

Orange and Salmon

Apollo. Salmon-cerise, long-stemmed.

Burpee’s Orange.

Eldorado. Light orange.

Flamingo. Orange-salmon.

Mrs. Kerr. Salmon.

Miscellaneous Varieties

American Beauty. Crimson-rose.

Amethyst. Rich, bright purple.

Cattleya. A delightful shade of rosy-lilac.

Harlequin. Chocolate bicolor.

Mauve Beauty. Rosy mauve.

Meadow Lark. Cream.

All of the above are priced at:

½ oz.....20c Oz.....35c 4 oz.....\$1.00 Lb.....\$3.50

Early-Flowering Mixed. A. B. C. Special.

½ oz.....20c Oz.....35c 4 oz.....\$1.00 Lb.....\$3.50

NEWER VARIETIES OF EARLY SWEET PEAS

*Early Boon

A glorious deep salmon-pink on light cream ground—the flowers are bold and beautifully frilled—the stems are very long, usually carrying four fine blossoms.

½ oz.....25c 1 oz.....45c ¼ lb.....\$1.75 Lb.....\$6.00

Early Chime

Light salmon-pink on cream ground—long stemmed—a prime favorite in the Chicago market—highly recommended.

½ oz.....25c 1 oz.....45c ¼ lb.....\$1.75 Lb.....\$6.00



New Sweet Pea “Zvolanek’s Josie”

NEWER VARIETIES OF EARLY SWEET PEAS

(CONTINUED)

Following are some new and comparatively recent introductions that obtain high value.

“Zvolanek’s Josie”

The most important Early Flowering Sweet Pea introduction in the past decade. This variety is without doubt the largest and longest stemmed pink Sweet Pea in existence. There is not even one of the summer-flowering which can show larger and longer stems. It blooms freely in winter.

1 oz.....50c 4 oz.....\$1.75 Lb.....\$6.50

	½ oz.	1 oz.	¼ lb.	Lb.
* Ball Orange. Clear deep orange.....	\$0.20	\$0.35	\$1.30	\$4.25
* Ball Rose. Improved.....	.25	.45	1.40	5.00
* Eileen. Rich Begonia-rose.....	.30	.50	1.75	6.00
* Eleanor. Light blue, late-blooming..	.25	.40	1.40	4.80
* Forty-niner. Bright orange.....	.25	.40	1.25	4.40
* Fragrance. Clear lavender.....	.25	.40	1.30	4.80
* Hope. A mammoth flowering black seeded pure white which in our opinion is the best early flowering pure white.....	.20	.35	1.40	4.50
* Lavanda. Clear lavender.....	.30	.50	1.60	6.00
* Majestic Rose. Bright deep rose....	.20	.35	1.30	4.50
* Mother Machree. A golden rose suffused coral, a new shade and very free-flowering. The flowers are large and perfectly formed on long stems. Strong grower.....	.40	.75	2.25	8.00
* Mrs. Holscher. Excellent rose pink..	.25	.40	1.20	4.00
* Monterey. Clear geranium-pink. Flushed salmon.....	.30	.50	1.75	6.00
* Prosperity. Soft rose with light cream shading	.35	.50	1.50	5.35
* Shirley Temple. New pink of great value	.30	.50	1.75	6.50



We Are Now Booking Orders For JAMES FAMOUS CALCEOLARIAS

The Result of 22 Years of Successful
Calceolaria Breeding

**THIS STRAIN IS IN A CLASS BY ITSELF,
ORDER NOW FOR DELIVERY NEXT FALL**

All plants are shipped in paper pots; shipments made
in regular shipping cases.

1. Valentine Greeting—New; requires no forcing
with light. Night temperature 54-56 will
bloom it for Valentine's Day. Includes all
beautiful colors imaginable, bright scarlet, **Per 100**
red, orange and art shades.....\$12.00
2. Perfect Model Improved (Jamesii) in all colors 8.00
3. Feltham Glory (Multiflora Nana) yellow,
orange, mahogany 10.00
4. Barmi Strain 10.00
5. Benary's Tiger, yellow, striated..... 8.00
6. Easter Greeting, all finest colors, midseason or
late 12.00
7. James' Goliath, new, all finest colors, mam-
moth blooms 10.00

MID-SEASON, Etc.

1. Pink Beauty, strawberry red..... 16.00
2. Stewartii, clear canary yellow..... 16.00
3. Gloria, golden red striated..... 18.00
4. Bi-Colored, orange and yellow (quantity limited) 18.00
5. Rosackers Brilliant, red..... 14.00
6. Rugosa, (grown from choicest imported seed)
assorted colors 8.00

These extraordinary new types of Calceolarias are now
in the greatest favor, especially for Easter and Mother's
Day sales.



Begonia—"MELIOR"

BEGONIAS

To Finish For Christmas

LADY MAC, MELIOR, MARJORIE GIBBS

Thrifty, young stock, from leaf cuttings, established in 2¼-in.
pots. June shipment.

Prices on Application

Grown Right, Packed Right.

HYDRANGEAS

Forcing Baby and Climbing Roses (best vari-
eties) and Spiraea (Astilbe). Place order now
for delivery next fall. Prices on application.



Calceolaria

Save Money on Your 1936 Chrysanthemum Crop

Strong rooted cuttings from stock plants which are free from
midge, thrips and mealy bug (produced by a specialist) will
get off to a quicker, healthier start. As a result you will be
able to save time and to use less insecticide later in the sea-
son when it is expensive to try to clean up the heavy foliage
on large plants.

If you have not already provided for your "Mum" rooted cut-
tings for the coming season write for our special list which in-
dicates time of blooming of hundreds of up-to-date varieties.



A. B. C. Lily Headquarters

The fact that we have consistently supplied from year to year and for many seasons past, numerous of the largest Lily growers in this country and Canada, is indicative, we believe, that A. B. C. "Supreme" Quality Lily Bulbs have obtained an enviable reputation amongst the trade.

Special Note: All of our Lily Bulbs are shipped from Japan in iced refrigerator boats and cars, from seaport to destination, thereby insuring arrival of same in prime condition.



House of Lilies Produced from A. B. C. Bulbs by the Premier Rose Gardens, Maywood, Ill.
Photograph taken April 13, 1935.

YEAR AFTER YEAR A. B. C. LILIES ARE FOUND DEPENDABLE

LILIUM GIGANTEUM

(New Crop) Northern and Southern Grown
Delivery October-November

6 to 8 ins....	400 to case	7 to 9 ins....	300 to case
8 to 9 ins....	250 to case	8 to 10 ins....	225 to case
9 to 10 ins....	200 to case	10 to 11 ins....	150 to case

Prices on application

Special quotations on Giganteum in 25, 50 and 100-case lots. Also carload lots.

LILIUM NIPPON

"Improved Giganteum"

(New Crop) Fall 1936 Delivery

Quantity of this Lily is limited. Nippon forces easy; healthy; more blooms than regular Giganteum. Makes an ideal Easter plant. Try a case. You will be more than pleased. (Prices on application.)

No. in Case	No. in Case
7 to 9 inch.....	300
8 to 10 inch.....	225

LILIUM HARRISII

"Blue Ribbon" Brand — Bermuda Grown
(Delivery August-September, 1936)

The high quality of Bermuda Lily bulbs now obtainable induces numerous of our customers to plant this type for early flowering. Sizes: 6 to 8 inch, 7 to 9 inch, 9 to 11 inch, 11 to 13 inch. (Prices on application.)

LILIUM CANDIDUM

Imported Northern French Grown

Pure white Madonna Lily, bulbs available during August, September and October only. Early orders for this Lily desirable. (Prices on application.)

A. B. C. REGULAR "ERABU"

Selected Strain

The Most Valuable Florists' Lily Introduced to the Trade in the Past 25 Years (Delivery Fall 1936)

Each case of A. B. C. "Erabu" Lilies contain government certificate insuring you of trueness of type and healthfulness of bulbs. "Erabu" is particularly recommended to growers who are required to carry Lily plants under comparatively cool temperature for Easter bloom. Recommended for planting in the South where heat control does not always obtain. (Prices on application.)

Size	No. in Case	Size	No. in Case
6 to 8 inch.....	400	8 to 10 inch.....	225
7 to 9 inch.....	300	9 to 10 inch.....	200

A. B. C. LILIUM "HAYAI"

(Early Flowering Erabu)

Delivery August-September

This desirable Lily has come into the greatest favor for early blooming.

Size	No. in Case	Size	No. in Case
6 to 8 inch.....	400	8 to 10 inch.....	225
7 to 9 inch.....	400	9 to 10 inch.....	200

(Prices on application)

LILIUM TENUIFOLIUM

Now in great favor as a pot plant as well as for cutting. Growing on an average of 18 inches high. Resembles miniature Rubrums and are brilliant scarlet—can be grown between Carnations in the bench.

10.....	\$1.50	100.....	\$10.00
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Delivery November



Chicago **AMERICAN BULB CO.** New York



TEXAS PAPER WHITE AND GRAND SOLIEL D'OR BULBS GROWN (SO-CALLED) "YELLOW PAPER WHITE"

For Early Greenhouse Forcing and Retail Sale
Successfully Cultured in Water, Using Bowls or Any Container
Obtaining Depth of 3 Inches or More



Texas-grown Paper White Narcissus Bulbs in Bloom in Cincinnati Greenhouse.

Excerpt From the Florists' Review TEXAS PAPER WHITE BULBS

Texas-grown Paper White narcissus bulbs furnished by American Bulb Co., Chicago, produced the crop shown in the opposite illustration. One to three flowers on a bulb of 14 to 15 centimeters were grown by William C. Schaefer Floral Co., Cincinnati, O. The bulbs were planted in late December. This bench had been cut four times.

"Why worry about the narcissus embargo when home-produced bulbs will give these wonderful results at prices below foreign importations?"

The demand for Texas Paper White's and Soliel d'or will, we are quite certain, be greater than anticipated supply.
For Your Own Interest **ORDER EARLY.**

PAPER WHITE TRUE GRANDIFLORA	Price	
	Per 100	Per 1000
12 Ctms. (1250 to case).....	\$1.50	\$10.00
13 Ctms. (1250 to case).....	2.10	16.00
14 Ctms. (1000 to case).....	2.50	20.00
15 Ctms. (900 to case).....	2.90	24.00
16 Ctms. (800 to case).....	3.50	30.00

GRAND SOLIEL D'OR (YELLOW)	Price	
	Per 100	Per 1000
14 Ctms. (1000 to case).....	\$3.50	\$30.00
15 Ctms. (900 to case).....	4.00	35.00
16 Ctms. (800 to case).....	4.50	40.00
17 Ctms. (700 to case).....	5.00	45.00

\$1.50 per 1000 less on all sizes if shipped from our Grower in Texas.



Above illustration shows in part, over one hundred acres in Oregon devoted to the production of King Alfred Narcissus for The American Bulb Co., Chicago and New York.

Note! We guarantee that no flowers are cut for commercial or private use. Full strength of stem and foliage being allowed to go into the bulb for re-production.

Special Note { The personal inspection of our representative during the periods of blooming, grading and shipping insures our clients a "quality bulb" that has no superior—Daffodil prices quoted on application.
(N. B. We publish a special Fall Bulb Catalogue September First. Copy mailed free.) In the meantime we shall be glad to quote special prices on your list of bulb needs.

A. B. C.—LILY HEADQUARTERS

NEW YORK
31 West 27th St.

AMERICAN BULB CO.

CHICAGO
1335 W. Randolph St.